



## UNITED STATES PATENT AND TRADEMARK OFFICE

COMMISSIONER FOR PATENTS  
UNITED STATES PATENT AND TRADEMARK OFFICE  
WASHINGTON, D.C. 20231  
www.uspto.gov

APPLICATION NUMBER	FILING/RECEIPT DATE	FIRST NAMED APPLICANT	ATTORNEY DOCKET NUMBER
09/757,901	01/10/2001	Reiner Kraft	ARC9-2000-0048-US1

CONFIRMATION NO. 8326

23334

FLEIT, KAIN, GIBBONS,  
GUTMAN & BONGINI, P.L.  
ONE BOCA COMMERCE CENTER  
551 NORTHWEST 77TH STREET, SUITE 111  
BOCA RATON, FL 33487

## FORMALITIES LETTER



\*OC000000005793156\*

Date Mailed: 02/23/2001

## NOTICE TO FILE CORRECTED APPLICATION PAPERS

*Filing Date Granted*

This application has been accorded an Application Number and Filing Date. The application, however, is informal since it does not comply with the regulations for the reason(s) indicated below. Applicant is given TWO MONTHS from the date of this Notice within which to correct the informalities indicated below. Extensions of time may be obtained by filing a petition accompanied by the extension fee under the provisions of 37 CFR 1.136(a)

The required item(s) identified below must be timely submitted to avoid abandonment:

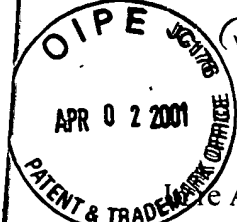
- Substitute drawings in compliance with 37 CFR 1.84 because:
  - drawing sheets do not have the appropriate margin(s) (see 37 CFR 1.84(g)). Each sheet must include a top margin of at least 2.5 cm. (1 inch), a left side margin of at least 2.5 cm. (1 inch), a right side margin of at least 1.5 cm. ( 5/8 inch), and a bottom margin of at least 1.0 cm. (3/8 inch);

*A copy of this notice MUST be returned with the reply.*

Customer Service Center

Initial Patent Examination Division (703) 308-1202

PART 2 - COPY TO BE RETURNED WITH RESPONSE



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of

Reiner KRAFT, et al.

Serial No. 09/757,901

Filed: January 10, 2001

} Docket No. ARC9-2000-0048-US1

} Group Art Unit: 2188

} Confirmation No. : 8326

}

For: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND  
METHOD WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

TRANSMITTAL LETTER

Assistant Commissioner for Patents  
Box Missing Parts  
Washington, D.C. 20231

Sir:

Responsive to the Notice to File Corrected Application Papers mailed February 23, 2001 attached hereto are the following to complete the formal filing requirements in the above-identified application:

XX Copy of Notice to File Corrected Application Papers mailed February 23, 2001.

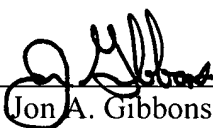
XX Submission of Formal Drawings (7 sheets of Figures 1-7).

XX Information Disclosure Statement, Form PTO-1449 with 1 reference.

The Commissioner is authorized to charge any required fees to Deposit Account No. 09-0441.

Respectfully submitted,

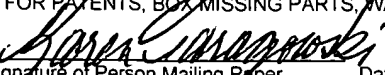
Date: 3/30/01

By:   
Jon A. Gibbons  
Reg. No. 37,333

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**CERTIFICATE OF MAILING**

I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class Mail in an envelope addressed to: ASSISTANT COMMISSIONER FOR PATENTS, BOX MISSING PARTS, WASHINGTON, D. C., 20231.

Karen Taragowski  3/30/01  
Name of Person Mailing Paper      Signature of Person Mailing Paper      Date of Deposit



#3

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of : Docket No.: ARC9-2000-0048-US1

Reiner KRAFT, et al. : Group Art Unit: 2188

Serial No.: 09/757,901 : Confirmation No.: 8326

Filed: January 10, 2001

Title: *PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND  
METHOD WITH INTEGRATION OF PHYSICAL LOCATION USING GPS*

**SUBMISSION OF FORMAL DRAWINGS**

Assistant Commissioner for Patents  
Washington, D.C. 20231

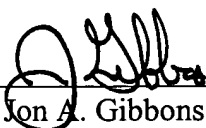
SIR:

Submitted herewith are 7 sheets of formal drawings containing Figures 1-7 for the above-identified application.

The Commissioner is authorized to charge any fees or credit any overpayment to Deposit Account No. 09-0441.

Respectfully submitted,

Date: 3/30/01

By:   
Jon A. Gibbons  
Reg. No. 37,333

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